

The Job-Driven Vocational Rehabilitation Technical
Assistance Center (JD-VRTAC) presents:

Skills for Business Engagement Part 2

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Presenters:

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Job-Driven VR Technical Assistance Center Goals

Improve skills of state VR agency staff, other rehab professionals & providers of VR services, who are trained to provide “job-driven” VR services & supports to people with disabilities, employers & customized training providers.

Four Topical Areas:

1. Business Engagement
2. Employer Supports
3. Labor Market Information (LMI)
4. Services to Customized Training Providers

[For more information visit: www.explorevr.org](http://www.explorevr.org)

*JD-VRTAC is funded by Rehabilitation Services Administration
(#H264A140002)*



Job-Driven TA Center Partners

Institute for Community Inclusion (ICI) at Univ. of Massachusetts,
Boston

In Partnership with:

- Jobs for the Future (JFF)
 - Univ. of Arkansas
 - Univ. of Washington
- United States Business Leadership Network (USBLN)
- Association of University Centers on Disabilities (AUCD)
- Council of State Administrators of Vocational Rehabilitation (CSAVR)

In Collaboration with:

- National Council of State Agencies for the Blind (NCSAB)
 - Technical Assistance Center Collaborative



Webinar Objectives

Upon completing this webinar, participants will:

- Introduce themselves and VR services in a succinct manner that will be attractive to businesses
- Assess labor needs of your business contacts to promote more effective job matches
- Effectively respond to employers concerns about hiring candidates with disabilities

The Encounter



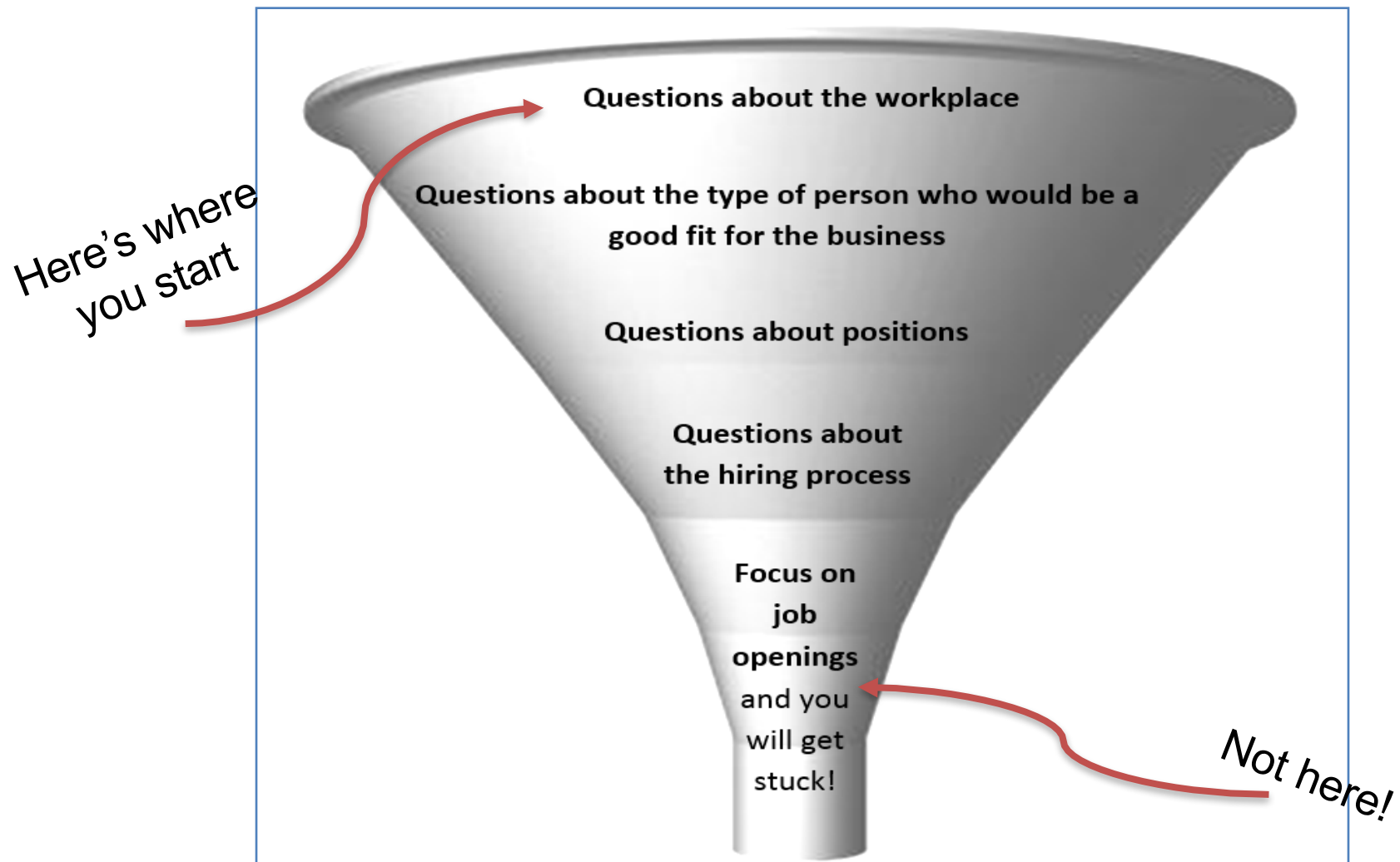
Meeting business contacts for the
first time



What is your first meeting goal?

*Hint – it's
NOT learning
whether they
have any
openings*



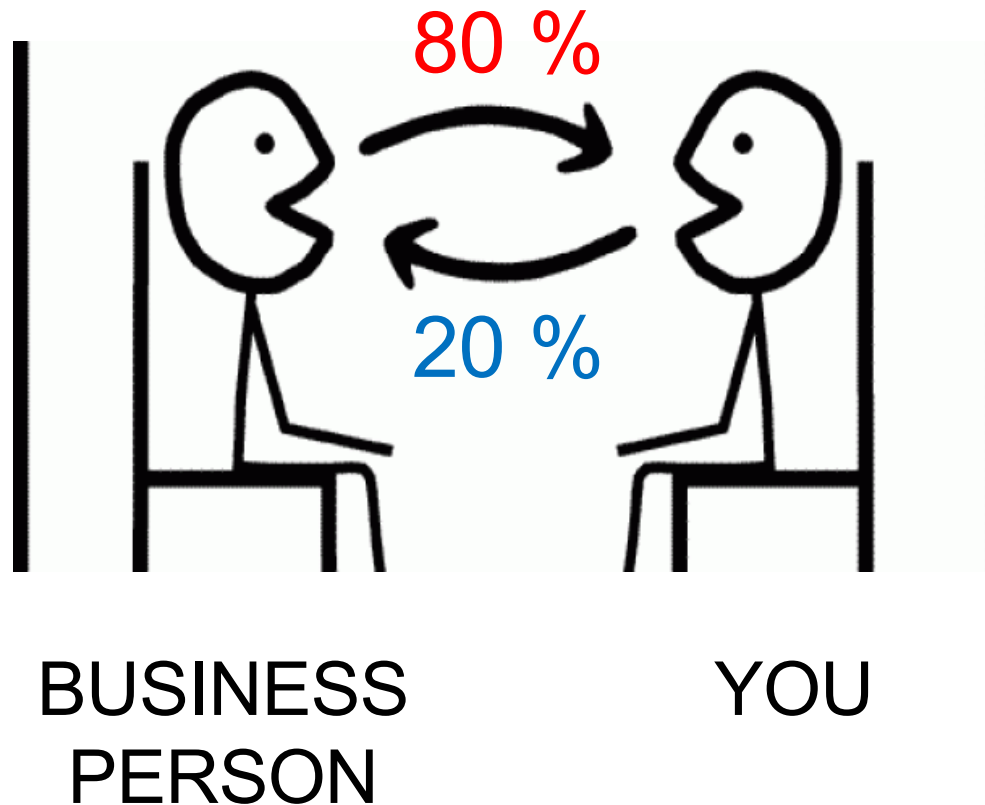


Swanson, Wood & Flint, 2012

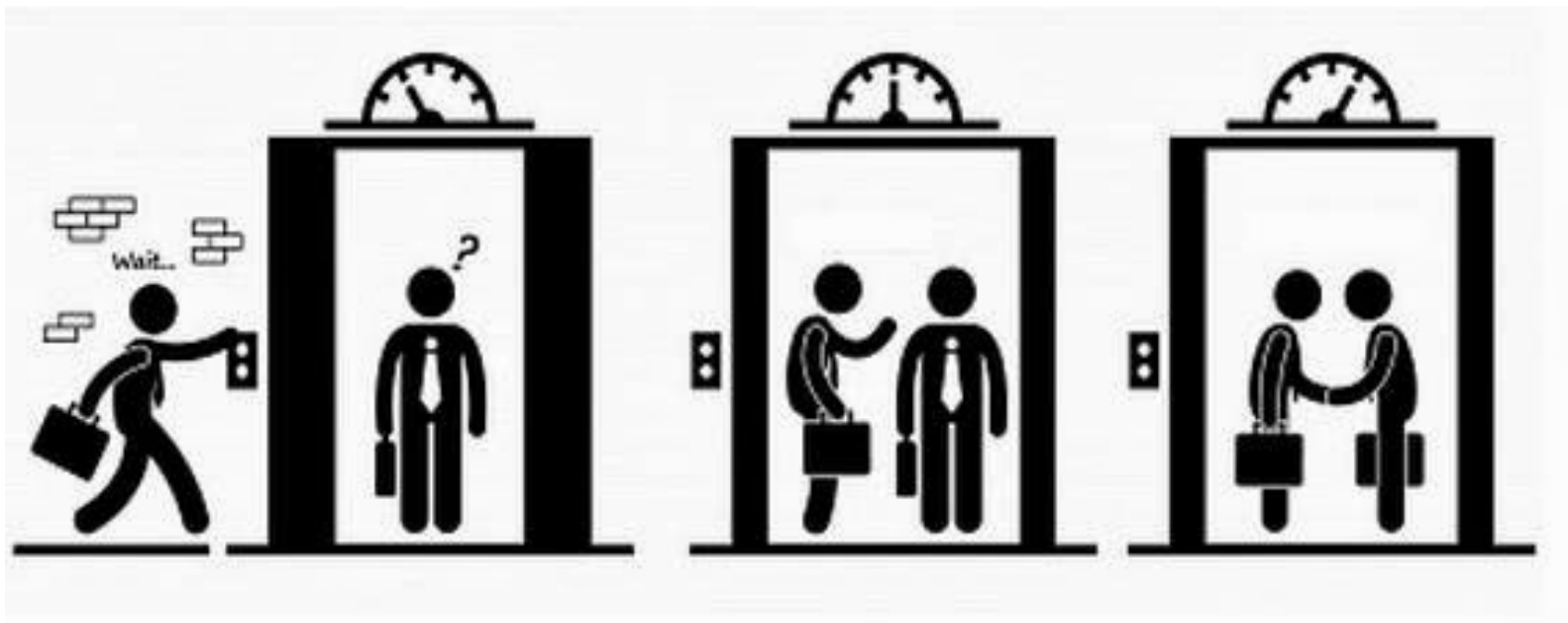
WIIFM?



The “80-20 Rule”



The “Elevator Speech”



Three guidelines

1. 30 seconds or less – don't try to cover too much information
2. The potential answer to “WIIFM” should be clear
3. Keep it simple and conversational – sound like a colleague or consultant, not a fast-talking salesperson



SCRIPT OR NO SCRIPT?



“I am a counselor with the Washington Division of Vocational Rehabilitation. We help businesses retain employees with disability challenges as well as connecting them with qualified, motivated applicants for their open positions.”



- We help businesses meet diversity goals through staff training, recruitment, and retention.
- **We help businesses find candidates who are skilled, loyal, and committed to their success.**
- We work with companies like Starbucks to help them diversify and support their workforce.

Being “businesslike”

What does your business card say about you?



Being “businesslike”



**Clearview
Employment
Services**

Name

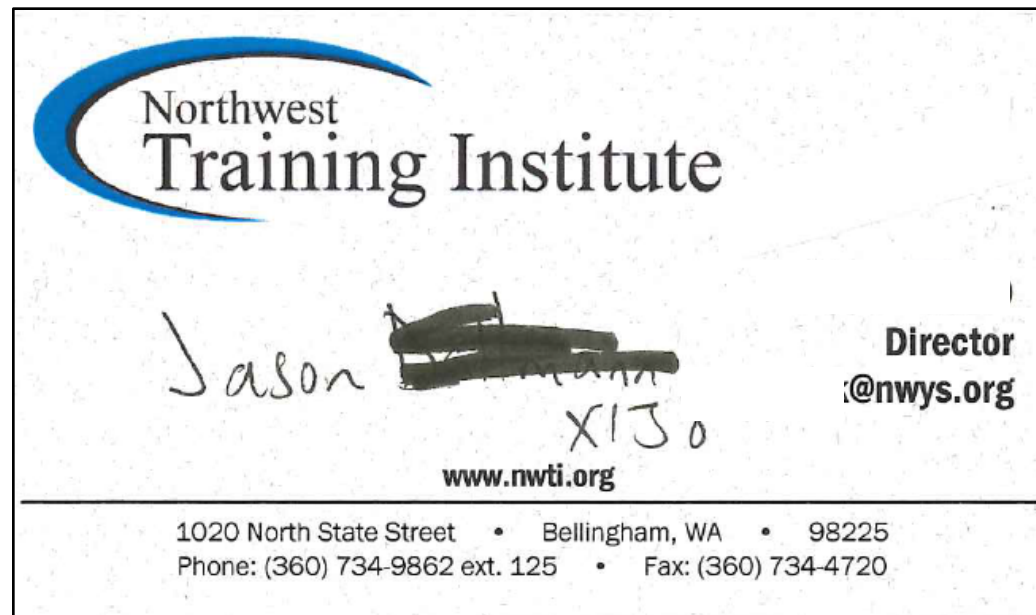
Job Developer
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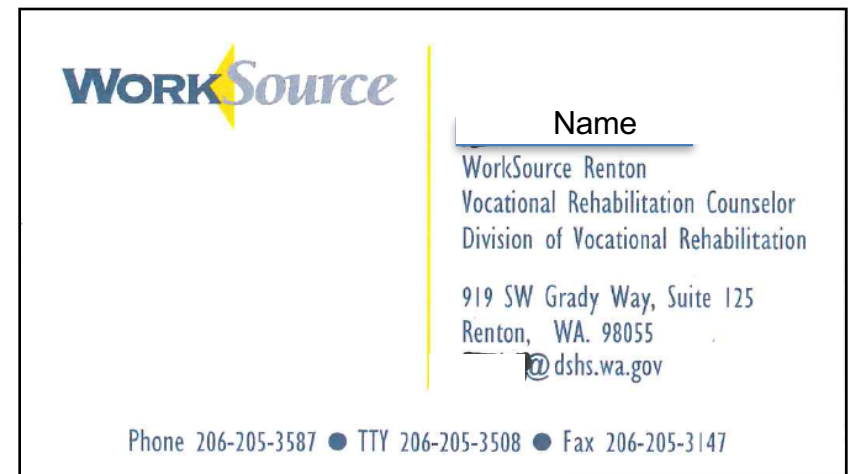


Being “businesslike”

Do I even need to say anything about this one?



Being “businesslike”



Being “businesslike”



Business Language Examples

- *Job candidates or potential applicants, not clients or consumers*
- *Employment retention services, not supported employment*
- *Recruitment assistance, not job development*
- *Job redesign or streamlining, not job carving*
- *Transportation assistance, not mobility training*

REMEMBER – WIIFM!



Afterwards...

- Write a thank-you note
- Assess where you are now
 - Interested but not committed?
 - Maybe, but not now?
 - Maybe now?
- Plan your next step
- Record the contact and outcome





Introductions- Learning About Business Needs

Building a Relationship



Poll Question

What are the best strategies to use to learn about a business?

(Please write your answer in the space provided)



Here is a list of just a few strategies...

- Internet research
- Labor Market Information
- Networking with others
- Talking to the business
- Having a tour & informational interview

What Types of Information Will You Look For?

For Business Engagement Activities, Your Goals Should Be To:

- Build a working relationship
- Identify how you can assist them
- Provide services to them over the long term
- Continue educating businesses about the benefits of working with VR

How Can You Learn About Their Business Needs?

- Observe the business in action
- Talk to people at all levels that work there
- Ask the right questions



Poll Question

What types of questions might you ask businesses to learn about their needs?

(Please type your answer in the space provided)



Some Good Questions To Ask

- I've read that your company _____ . Could you tell me a little more about it?
- How many people does your company employ? Are there employees in other locations?
- What are some of the entry-level positions your company uses? What skill sets are important to these positions?
- For which positions does your company hire most frequently? Do you recruit at specific times of the year?
- Please describe your company's recruitment process.



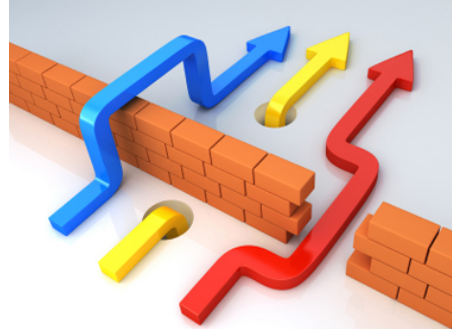
Some More Questions

- Has recruiting for these positions gone easily, or are there difficulties in finding qualified applicants?
- What makes a job candidate attractive to hire? What makes an employee successful in your company?
- Is your company currently involved with school or other pre-employment programs? If so, how has that worked for you?

How To Continue the Conversation

Here are a number of ways in which you can have additional contact with an employer:

- You'd like to follow up on something the employer mentioned
- Could you have a tour of the business?
 - Earlier visits haven't offered an opportunity to see the work areas other than the front office. Would it be possible to spend 20-30 minutes touring?
- You are working with someone who is very interested in this type of work. Could the employer possibly spend a few minutes in an informational interview?



Moving Forward – Overcoming Potential Barriers

Working Through Resistance by
Addressing Concerns

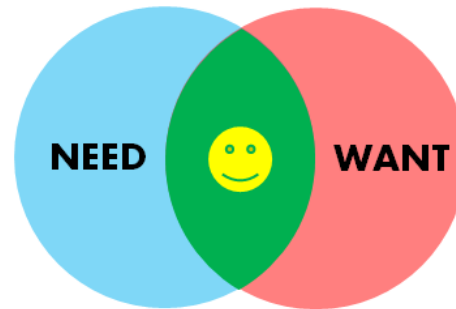


A Question of Experience

- Employers' willingness to partner and hire will be influenced by their personal and business experience with disability
 - Many businesses are more likely to hire if they've had productive experiences
 - Potential employers may not be candid
- Be ready to demonstrate and/or highlight your experiences



What would you consider if you were hiring someone?



twitter : strategyarch



Think this funny? Try EpicLOL.com



Resistance \neq Animosity

- Stigma involving disability is prevalent in our culture in general = misperception
- Concerns must be acknowledged even if they are not accurate
- “What if I hire and it doesn’t work out?”



Strategies and Responses in Working through Resistance

Categories of concern

- Performance issues
- Will they “fit”—influence on co-workers
- Safety and liability

See the handout: *Responding to Employer Objections*



Strategies and Responses in Working through Resistance

Categories of concern

- Administrative or Supervisory
- Not hiring-not interested



Chirag



The Point: If things aren't progressing, listen harder.....



- Draw out employer concerns/previous experiences
- Be prepared: address possible concerns in your presentation
- Avoid questions becoming objections: answer honestly and completely
- Rephrase concerns assuring understanding, showing empathy
- Establish credibility: let your employers speak for you

Summary for Today



- Get THEM to talk – zip your lip!
- Remember WIIFM
- Focus on learning about the business needs
- Use a variety of strategies to gain information about the business
- Listen for the concern behind the resistance



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For information on Business Engagement Competencies
go to:

<http://www.explorevr.org/toolkits/business-engagement-toolkit/staff-competencies-skill-development>

